INDEX

Agents, difficulty in obtaining, 189
Agricultural machinery exports, 29
Aircraft engines exports, 26
Alfa-Romeo, 102
Allen, G. C., 86 n.
Antibiotics, 162, 168, 169, 173; see also pharmaceuticals
Ausfuhrkredit, A.G., 79
Australia:
  direct investment in, 49, 120–3, 164, 185
  exports of motor vehicles, 122–3
  export, franchise in, 50 n.
  imports of electrical equipment, 142;
    knitwear, 185; motor vehicles, 120;
    pharmaceuticals, 167; radio and radio
    equipment, 147; refrigerators, 151;
    stockings, 180; textiles, 23
  Tariff Board, 23, 165
  Trade Agreement with Japan, 23
Autobianchi, 102

Bank Deutscher Länder, 79
Barna, T., 75, 76
Bareu, P., 104 n., 112 n.
Beecham Group Ltd., 172
Beesley, M. E., 28 n.
Berne Union, 78
Bicycles, 13
Blanikets, Electric, 156
Board of Trade, Enquiry into direct invest-
  ment, 47, 55
Brechling, F., 63 n., 73 n.
Brems, H., 124 n.
Bristol-Siddeley Aircraft Ltd., 26
British East Africa, Imports of motor vehicles,
  123; radios, 148
British Electrical and Allied Manufacturers’
  Association, 145
British exports, see U.K. exports
British Motor Corporation Ltd., 103, 121, 122, 125, 126, 127
British Pottery Manufacturers’ Federation,
  194

Cables and wires, 146–7
Calwell, A., 49 n.
Cameras, 91
Canada:
  direct investment in, 52
  imports of electrical products, 144; motor
  vehicles, 124; pharmaceuticals, 167;
  radios, 149
Cars, see Motor vehicles
Cassa Par il Mezzogono, 104–5
Ceramics, 191; see also Pottery
Chemicals, 13, 31–2

U.K. and W. German industries com-
  pared, 32
See also Pharmaceuticals and Paints and
  Dyes
Giba Ltd., 163
Clothing, 12, 24–5, 179–90
Cohen, J. B., 86 n.
Commercial vehicles, 125–6; see also Motor
  vehicles
Conan, A. R., 49 n.
Copper prices, 145
De Gaulle, 107, 108
Denmark, Exports of paints, 33, pharma-
  ceuticals, 168
Deutsche Bundesbank, 62 n.
Diesel engines, 26
Direct investment, 44–52
  and balance of payments, 55
  area pattern, by U.K., 47–53; by U.S.A.,
    53–5
  effect on exports, 44
  motives for, 45–6, 165–6
  U.K. in Australia, 49, 143; Canada, 52;
    India, 52, 143; Latin America, 54; New
    Zealand, 50, 123; Union of South
    Africa, 143; Western Europe, 48
  yield on, 55
Distillers Co. (Biochemicals) Ltd., 173, 176
Distributive costs, 45
Dodi, R., 101 n.
Domestic restrictions and exports, 68
Dowe, J. C. R., 62 n.
Drugs, see Pharmaceuticals
Dunning, J. H., 164 n., 172 n.
Dyestuffs, see Paints
Earthware, see Pottery
Economist Intelligence Unit, 28 n., 127 n.,
  145 n.
  Electrical machinery and equipment, 25,
    142–60; cables and wires, 146–7;
    motors, 143–5; radio and radio equip-
    ment, 147–51; refrigerators, 151–3;
    washing machines, 154–5
  British and Continental tendering prac-
    tices, 145–6
  safety standards, 145, 156
  U.K. markets, 142–53
  Engineering Industries Association, 70 n.
  European Coal and Steel Community, 34, 104
  European Economic Community Direct In-
    vestment in, 48, 54–5
  imports of motor vehicles, 126–7; phar-
    мaceuticals, 168; pottery, 192
  imports from U.K., 9–10, 24, 25, 27, 29,
    126–7, 144, 168, 192
European Free Trade Association:
  imports of motor vehicles, 127; pharmaceuticals, 168
Export aids, 135-6, 146
  in Italy, 182; Japan, 94; W. Germany, 78-81
Export Credit Guarantee Department, 80, 146-7
Export performance and domestic economic conditions, France, 107-12; Italy, 99-
  107; Japan, 85-90; United Kingdom, 66-72; W. Germany, 73-84
Export prices comparative, 58-65, 73-4,
  140, 145-6, 168-70, 181-2, 193
Export price flexibility, 62-3, 145-6
Exports, Importance of sales organization, 45, 125, 156
Exports, long-term trends, 5-7
Exporttraten, 79

Fabrics, cotton, 12, 22-4
Fabrics, non-cotton, 12, 22-4
Farina, 103
Fashion and exports, 183-4
Federal Republic of Germany, see Western Germany
Flat, 102
Financial policies:
  France, 107-9
  Italy, 105
  Japan, 87-8
  U.K., 66-71, 198-200
  W. Germany, 77-8
Fisher and Ludlow Ltd., 121
Ford (Australia) Ltd., 121
Ford (U.S.A.) Ltd., 125
France, 4-7, 107-12
  balance of payments, 107-10
  devaluation, 109-10
  domestic investment, 110-12
  export performance and domestic economic conditions, 107-13
  exports of clothing, 180; motor vehicles, 123; pharmaceuticals, 162, 171, 177
  export prices, 59-60
  Rueff Committee, 108-10
  trade liberalisation, 109

Geigy (Switzerland) Ltd., 164
General Motors (U.S.A.), 121
Ghana imports, 123, 149
Gilbert, M., 58 n.
Glaxo and Glaxo-Allenburys (Australia) Pty. Ltd., 164, 165, 170 n., 173, 176
Gloves, 188
Growth: in France, 110-12; Italy, 104;
  Japan, 85 ff.; W. Germany, 75 ff.
  importance of philosophy of, 199

Heavy electrical equipment, 143-7; see also
Electrical machinery and equipment

Hermes, 80
Hinchiffe Committee Report, 175
Hire purchase: restrictions on motor vehicles, 191-5; electrical equipment, 150-5
Hoechst (W. Germany), 164
Holden Motors, 122, 123
Hong Kong, imports, 163, 188
Hosiery, 179-90
  comparative prices, 181-2
  importance of fashion, 183-4
  U.K. markets, 180-1
  See also Knitwear and Stockings

Imperial Chemical Industries Ltd., 172
Imperial preference, 148, 192
Import liberalization:
  in France, 109-10; Western Germany, 81
  Import restrictions, 23, 188-9
India:
  direct investment in, 52, 143, 164
  imports, 10; cables and wires, 146; metalworking machinery, 27; motor vehicles, 120; steel, 33
International Monetary Fund, 201
Investments overseas, see Direct investment and Portfolio investment
Iron and steel, 33-4
Italy:
  development of the south, 104
  export performance and domestic economic conditions, 99-107
  exports, 100; of light engineering products, 102; motor vehicles, 102; office
  machinery, 103; pottery, 191; scooters, 102; sewing machines, 103; steel, 104; stockings, 180-4; typewriters, 103
  imports of pharmaceuticals, 168
  income per head, 104
  industrial development: knitwear, 186-7; pharmaceuticals, 170; worsted spinning, 101
  labour mobility, 106
  productivity, 106
  social charges, 106
  unemployment, 107
  wages, 106

Jaguar Ltd., 127
Japan:
  development bank, 87
  discrimination against, 10-11
  Dodge plan, 86
  domestic investment, 86
  export aids, 94, 163
  export performance and domestic economic conditions, 83-98
  export prices, 61
  imports of cameras, 51; knitwear, 187;
  pottery, 193-6; pharmaceuticals, 162-3;
  radios, 147, 149; rubber tyres, 35;
  steel, 34

© in this web service Cambridge University Press www.cambridge.org
### INDEX

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>233</td>
<td>Japan—cont.</td>
</tr>
<tr>
<td></td>
<td>female labour in, 93 financial policies, 87–8 fringe benefits, 92</td>
</tr>
<tr>
<td></td>
<td>land reform, 87 link scheme, 94 productivity, 93 retention certificates, 94</td>
</tr>
<tr>
<td></td>
<td>share in world trade, 3–14 structural changes, 88–91 trade agreement with Australia, 23</td>
</tr>
<tr>
<td></td>
<td>two economies, 93 wages, 92–3 Zaibatsu, 85</td>
</tr>
<tr>
<td></td>
<td>Kenya, see British East Africa</td>
</tr>
<tr>
<td></td>
<td>Knitwear, 179–90 see also hosiery</td>
</tr>
<tr>
<td></td>
<td>Italian competition, 186–7 Japanese competition, 187–8 U.K. export difficulties, 189</td>
</tr>
<tr>
<td></td>
<td>wages, 184–5 Korean War, 86 Kravis, I. B., 58 n.</td>
</tr>
<tr>
<td></td>
<td>Labour costs compared: Italy, 106 Japan, 91–3 U.K., 73–5 W. Germany, 74–5</td>
</tr>
<tr>
<td></td>
<td>Lambretta, 102 Lancia, 102 Latin America imports, 11, 31, 79 Lawley Group Ltd., 196</td>
</tr>
<tr>
<td></td>
<td>Lewis, W. A., 5 n. Leyland Motors (Australia) Pty. Ltd., 122 Liesner, H., 63 n.</td>
</tr>
<tr>
<td></td>
<td>Local manufacture, see Direct investment</td>
</tr>
<tr>
<td></td>
<td>Macdougall, Sir G. D. A., 3 n., 4, 60 n. Machinery tools, 27–9</td>
</tr>
<tr>
<td></td>
<td>Machinery and transport equipment, 8 Made-up textiles, 12</td>
</tr>
<tr>
<td></td>
<td>Maiels, A., 136 n. Malaya: imports, 10; pharmaceuticals, 163; steel, 34</td>
</tr>
<tr>
<td></td>
<td>Maxey, G., 130 n. May and Baker Ltd., 163 Merck, Sharpe and Dohme Ltd., 163, 164 Metals, 13</td>
</tr>
<tr>
<td></td>
<td>Mining machinery, 29 Ministry of Health, 171, 175, 177 Minton Ltd., 196</td>
</tr>
</tbody>
</table>
INDEX

Power machinery, 13, 26
Prato, 101
Prices, Export, see Export Prices
Productivity, 193; see also Italy, Japan, W. Germany
Purchase tax, 129, 151

Radio and radio equipment, 147–50; see also Electrical machinery and equipment
Radcliffe Committee Report, 68 n., 70 n.
Reconstruction Loan Corporation, 79
Refrigerators, 151–2; W. German industry, 77
Retailers' margins, 189
Rhodesia and Nyasaland:
exports of motor vehicles, 123; refrigerators, 152; washing machines, 152; radio manufacturing industry, 148
Robinson, E. A. G., 5 n.
Roche Ltd., 162–3
Roe, A. V. (Canada) Ltd., 53
Rome, as fashion centre, 186
Rootes (Australia) Pty. Ltd., 121
Roy, J., 171 n.
Rubber manufactures, 34–6 tyres, 34–5
Safety standards, 145
Salesmanship, 44, 46, 198
Sandoz, 164
Schering, 164
Scientific instruments, 14, 90
Segre, C., 78 n.
Sewing machines, 103
Shonfield, A., 69
Silverston, A., 130 n.
Smith, J. M. A., 128 n.
Social Security Charges, 106, 182
Standard Motors (Australia) Pty. Ltd., 122
Steel, 33–4, 104, 130
Steel prices, 145
Sterling area, 10–11, 68
Stockings, 179–54
Streptomycin, 163, 165; see also pharmaceuticals
Styling, importance of, 198
Sweden:
exports of clothing, 188; motor vehicles, 127
imports of stockings, 180
Switzerland:
exports of pharmaceuticals, 162, 171, 177
Tariffs, 81, 109, 188–9; see also Import restrictions
Textile machinery, 30
Textiles, 22, 23, 61, 101
Thoenissen, H., 128 n.
Thomas, Brinley, 54 n.
Trade union organization in Western Germany, 74–5
Transport equipment, 61; see also Motor vehicles
Transformers, 143; see also Electrical machinery and equipment
Troup, G. W., 18 n.
Turnover tax, 135
Typewriters, 103
Tyszynski, H., 5–7, 76 n.

Unemployment, 77, 106
Union of South Africa:
direct investment in, 51, 54
Imports, 10; of knitwear, 185; motor vehicles, 123; pharmaceuticals, 164, 167; radios, 147; refrigerators, 152; stockings, 180–1
United Kingdom:
direct investment by, 44–57
Exports, area pattern, 9 ff.; commodity pattern, 11 ff.; of agricultural machinery, 29; cables and wires, 146–7; chemicals, 13, 21–2; clothing, 24–5; cotton goods, 50 n.; electrical machinery and equipment, 25, 142–57; iron and steel, 33; metal-working machinery, 27–9; mining machinery, etc., 29; motor vehicles, 117–41; paints and dyes, 32–3; radios and radio equipment, 147–50; refrigerators, 151–3; rubber manufactures, 34–5; textile machinery, 30; textiles, 12–13, 22–4; washing machines, 152–5; long-term trends, 5–9
Export markets:
Australia, 23, 28, 30, 120–3, 142, 143, 147, 161, 162, 167, 179, 191
British East Africa, 34, 148
Canada, 34, 142, 144, 149, 167, 185, 191
Ghana, 33, 148
Hong Kong, 163
India, 28, 28, 142, 143, 161
Latin America, 11, 25
Malaya, 27, 34, 163
New Zealand, 123, 142, 179, 191
Nigeria, 27, 34, 148, 161
Pakistan, 161
Rhodesia and Nyasaland, 143, 148, 152
Sterling area, 10
Union of South Africa, 30, 123–4, 142, 143, 146, 161, 167, 179, 185, 191
United States of America, 25, 26, 27, 126, 142, 144, 149, 191
Western Europe, 9–10, 24, 27, 29, 34, 35, 196–8, 142, 168, 179, 180, 192
Financial policies, 68
Investment, 68
Labour costs, 73
Prices: export, 58–59; wholesale, 63
Working week, 75
United States of America:
direct investment by, 53–5
Exports, 3–6; of chemicals, 13–14; metals and engineering, 13; motor vehicles, 128; pharmaceuticals, 162; stockings, 180
INDEX

United States of America—cont.
Imports: electrical machinery and equipment, 144; motor vehicles, 124–6; pottery, 191–2; textiles, 12; woollen knitwear, 185
policy in Japan, 86
prices, export, 60
small-car market, 124

Vacuum cleaners, 153
Valier, V., 169
Vanoni Plan, 104
Varnutelli, C., 106 n.
Venezuela, 11
Vespa, 102
Vitamini, 162–3, 167; see also Pharmaceuticals
Vitkovich, B., 59 n.
Volkswagen (Australasia) Pty. Ltd., 122

Wage costs, 106, 145
Wage differentials, international, 181–2, 193, 198, 199
Wedgwood china, 196
Wellcome Foundation Ltd., 173
Wemelsfelder, J., 81 n.

Western Europe, 9–10, 24, 27, 29, 34, 35, 126–8, 142, 168, 179, 180, 192
Western Germany, 73–84
export aids, 78–81
export performance and domestic economic conditions, 73–84
exports, 3–14; of chemicals, 31–3; clothing, 188; electrical machinery and equipment, 142 ff.; knitwear, 188;
motor vehicles, 117–28; pharmaceuticals, 161; power machinery, 26; radios, 148; refrigerators, 77, 153; stockings, 180–2
domestic investment, 75
financial policies, 77–8
labour costs, 74–5
population growth, 77
prices, export, 59; wholesale, 63
psychological factors and economic recovery, 81
refugees, 77
tariff policy, 81
trade unions, 74
unemployment, 77
wages, 73
working week, 75